

GreenCOM Update

A quarterly report from USAID's Environmental Education & Communication Project * April 1997

GreenCOM Proposes Unifying Communications Strategy for Philippines Environmental Portfolio

The Philippines Mission took a bold step in asking GreenCOM to formulate an environmental communications strategy that encompasses the breadth of its diverse projects. The proposed strategy recognizes the extreme pressure on the natural resource base, upland forests, coastal fisheries, and reefs and is designed to help attract people to alternative enterprise development. The multi-year program calls for working hand-in-hand with the private sector to reach a threshold of sustainable environmental communications in the Philippines. A series of joint ventures will enable the USAID Mission to use limited finances to leverage considerable additional resources to accomplish its objectives.



N. Diamond

Community workshop to set strategic goals on Olango Island.

News From The Field

Nicaragua

GreenCOM/Nicaragua recently held a one-week training workshop with teams of protected area staff, community leaders and NGO representatives from eight buffer zone communities. The workshop covered effective communication and behavior change strategies. The participants were divided into co-management teams for each of the protected areas. GreenCOM consultants Sam Ham and Stephen Cornelius designed and conducted training sessions focusing on strengthening community participation in conservation and natural resource management issues, selecting target behaviors and developing messages specific to their behaviors and protected areas. These groups will meet with individuals and organizations in their communities during a one-month practicum to identify target practices and audiences and to pre-test messages, putting their new skills into practice. Following the practicum period, participants will attend a second workshop on designing effective materials.

Middle East Peace Process

GreenCOM is providing technical leadership for a US initiative in the area of water conservation in the Middle East, under the auspices of the Multilateral Working Group on Water Resources. The goal of the project is to raise the awareness of the inhabitants of the seven interested parties (Israel, Jordan, West Bank, Morocco, Tunisia, Oman, and Egypt) to positively affect their conservation of water in the domestic sphere. Preparations for a technical experts workshop on development of a media and communications strategy continue despite recent disruptions in the Middle East Peace Process.

GreenCOM has completed two reviews of ancient water conservation practices in the Middle East. One review covers Jordan, Israel, the West Bank, Egypt, and Oman; the second covers Morocco and Tunisia.

Qualitative research to identify Best Practices in water conservation is underway in these seven sites. Findings from both reviews of ancient water practices and the Best Practices research will be presented at an Intercessional Experts Workshop. Representatives



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from regional and non-regional parties will develop a public awareness and communication strategy draft based on the research findings.

A quantitative baseline study will be carried out across the region in June and July, 1997.

Nepal



N. Diamond

Forest user groups in Nepal receive authority from the Forest Department to manage designated forests.

In November, GreenCOM began working in Nepal to enhance community understanding of and participation in forest policy legislation, to stimulate interaction among community forest user groups and policy makers, and to support the forestry extension work carried out by government agencies and NGOs through training and video. In November and December, the GreenCOM team came together including Technical Team Leader, Andrew Manzardo, and Country Coordinator, Krishna Mauri Gautam. Mona Grieser, Senior EE&C Specialist, traveled to the field to assist with start-up activities. These included meeting with US and Nepalese government officials and beginning to identify the research companies, video firms, and video consultants needed to fulfill the objectives of the work plan.

El Salvador

In El Salvador, GreenCOM consultants Ana Rosa Ortiz and Judith Toledo developed environmental education guides for grades 1-3 and 4-6 in collaboration with the Ministry of Education's Environmental Education Unit. Each guide provides teachers with suggestions and guidance for developing lesson plans on the 11 subject areas included in the national environmental education curriculum. The lessons and

activities are designed specifically for the Salvadoran environmental context and require only locally available materials. The guides were pretested with teachers in several regions of the country at various stages of the development process. The Ministry will distribute copies to 18,000 teachers nationwide this year.

Home Office Presentations

In January, Brian Day, Project Director, and Mona Grieser, Senior EE&C Specialist assisted Kate Barba, Environmental Education and Communication Advisor/USAID, with the presentation of results under G/ENV's sustainable living resource strategic objective. This meeting was attended by David Hales, Deputy Assistant Administrator, and senior staff from the Environment Center, Center for Human Capacity Development, and Regional Bureaus.

GreenCOM hosted a meeting of local sea turtle experts to brainstorm possible recommendations for GreenCOM's Nicaragua project. The meeting was facilitated by Devin Reese of USAID, and included Karen Eckert of WIDECAST (Wider Caribbean Sea Turtle Conservation Network), Rod Math of Conservation International, Tundi Agardy of the World Wildlife Fund and Deborah Crouse of the Center for Marine Conservation.

Mona Grieser and Martha Monroe, Resource Center Director, facilitated a training in participation techniques for Nina Chambers, Nicaragua Program Manager, and Sam Ham, GreenCOM Consultant.

While in Washington for the Technical Advisory Group Meeting, Nina Chambers and José Ignacio Mata, El Salvador Resident Advisor, presented their projects to representatives of the USAID/LAC Bureau.

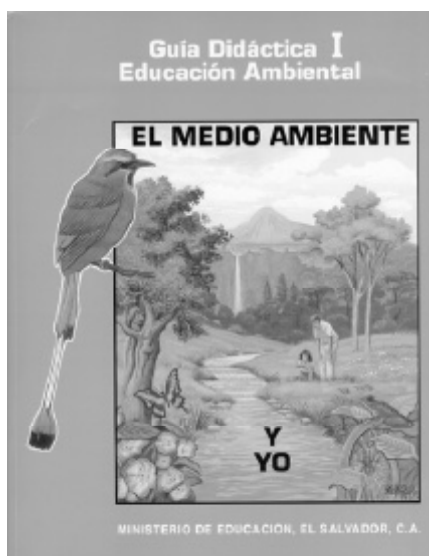
Also in January, Brian Day spoke on environmental communications and policy at the American University Lobbying Institute.

In March, Orlando Hernandez, Applied Research Director, and Martha Monroe, Resource Center Director, met with representatives of the Chesapeake Bay Foundation to discuss evaluation strategies and measuring behavior change. Martha Monroe conducted a Project WET workshop for the Virginia Department of Environmental Quality and the National Wildlife Federation, and traveled to Louisiana to conduct a workshop on program evaluation for the U.S. Fish and Wildlife Service and the State Aquatic Resource Education Coordinators.

Brian Day spoke to the members of the Leadership Program at American University on environmental communications and negotiation.

1997 TAG Meeting

*El Salvador's
Environmental
Education
Guide for
grades 1-3.*



On February 6 and 7, GreenCOM held its third annual Technical Advisory Group (TAG) Meeting at the Academy for Educational Development in Washington, D.C. The purpose of the meeting is to review GreenCOM's applied research activities and provide guidance for the development of its future research agenda and dissemination of lessons learned.

The meeting further assists the project in achieving its goals within the strategic framework of USAID's Center for Environment to ensure GreenCOM's applied research activities constitute a valuable contribution to efforts to promote sustainable living resources, sustainable energy use, and sustainable cities. Other USAID objectives addressed by GreenCOM include improving basic education and integrating gender analysis within each project activity.

Highlights of the TAG members' input include:

- We need more than anecdotal results. GreenCOM should look for opportunities to examine if behavior change leads to environmental improvement.
- GreenCOM is in a unique position to examine the widespread belief that participation works. We could examine how much, under what preconditions, given what regulatory context, and in other ways dissect the components to achieve the balance of process and technical input needed.
- GreenCOM has a series of case studies about social solutions not just technical solutions that the field is hungry for. GreenCOM should consider the specific as well as general applicability of these cases.

A summary report on the TAG Meeting is currently being prepared by GreenCOM staff and

should be available at the end of April. The applied research recommendations provided by the TAG members to GreenCOM will constitute this report.

Staff Farewell

We are sad to say goodbye to Nancy Diamond, GreenCOM's Research and Evaluation Officer. Nancy has made a great contribution to our work and is now moving on to pursue her own interests as she goes on sabbatical.

New Staff

Mary Sebold joined GreenCOM in December as the Project Coordinator for Middle East.

She worked for nine years as director of programs at the Middle East Institute. Ms. Sebold holds an undergraduate degree in Arabic and Middle East Studies from the University of Pennsylvania and a masters degree in public health specializing in Palestinian domestic use of water and water sanitation from George Washington University. She was a Fulbright Scholar at the University of Damascus in Syria.

Web Site and Database

Our webpage has been updated and is available at <http://www.info.usaid.gov/environment/greencom>. The GreenCOM database of publications held in our Resource Center is searchable on University of Michigan's EE-Link at <http://eelink.umich.edu/RESLIB/greencom.html>.

New Publications

The third GreenCOM Discussion Paper *Fostering Sustainable Cities: The Role of Environmental Education and Communication* is now available for distribution. This paper was originally drafted to initiate discussion at HABITAT II. New ideas and findings gained at HABITAT II and through additional experience in this field have contributed to the final draft.

The first in GreenCOM's Case Study Series is now also available, *The Gambia Awards Scheme: Creating Environmental Awareness Through Participation*. This case study describes how the awards scheme was organized and why it was successful. It shares lessons with readers interested in a general overview of the program, while also providing the details for those who wish to conduct their own awards program.

Visitors

Visitors welcomed by GreenCOM this quarter include: Pauline Sato, Nature Conservancy, Hawaii; Mallory McDuff, Program for Studies in Tropical Conservation, University of Florida; Meg Domerose, Center for Biodiversity and Conservation, American Museum of Natural History, NYC; Franz Wuerfmannfobler, U.S. State Department, Division of Oceans, Environment and Science; Jamie Watts, Peace Corps/OTAPS; Anita Kraemer and Don Baugh, Chesapeake Bay Foundation; and Kathy Stiles, Zimbabwe.

In The Future

Russia

GreenCOM will be assisting the USAID Mission and the Ministry of Education to expand the GLOBE school program in Russia. GLOBE is an international science and environmental education program that engages students in measuring and reporting scientific data about their local environment. The data are conveyed to scientists via the Internet, which allows students to increase their knowledge of the growing technology. In Russia, GreenCOM will be providing technical assistance through a regional coordinator in Perm.

GreenCOM Staff

Brian Day	Project Director
Dana Inerfeld	Update Editor
Susan Belville	Program Specialist
Rick Bossi	Latin America Coordinator
Nina Chambers	Nicaragua Program Manager
Ed Douglass, Ph.D.	Philippines Resident Advisor
Jim French, Ed.D.	Deputy Director
Mona Grieser	Senior EE&C Specialist
Orlando Hernández, Ph.D.	Applied Research Director
José Ignacio Mata	El Salvador Resident Advisor
Susan Middlestadt, Ph.D.	Senior Research Advisor
Martha Monroe, Ph.D.	Resource Center Director
Peggy Preusch	Program Associate
Barbara Rawlins	Research Associate
Amanda Robins	Program Associate
Mary Sebold	Program Officer
Will Shaw, Ed.D.	Home Office Coordinator/Philippines
Peter Templeton	Field Support Specialist

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Contacting GreenCOM

Tel: (202) 884-8700

Fax: (202) 884-8997

Email: greencom@aed.org

Internet: <http://www.info.usaid.gov/environment/greencom/>



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AID/G/HCD and AID/G/ENV
320 21st Street, NW
Washington, DC 20523

GreenCOM